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9/24/51

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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february

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december

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 21, 1951</u>			
Friday Sept. 21	FALL & WINTER FURS AT PREVIEW	BERGDORF GOODMAN	2ND FLOOR
11:00 A.M.	Bergdorf Goodman will present a preview of the Fall and Winter fur collection to the press. By invitation only. Publ.: Florence Neff, PL. 3-7300.		
Friday Sept. 21	PRESS PREVIEW OF PARIS IMPORTS	CALLOT SOEURS	42 EAST 57TH STREET SALON-2ND FLOOR
12:00 Noon Luncheon	Callot Soeurs' preview of Paris imports--sports, afternoon and evening fashions. By invitation. Publicity: Marsh-Healy Assoc., PL. 7-5809.		
<u>WEEK BEGINNING MONDAY, SEPTEMBER 24, 1951</u>			
Monday Sept. 24	PREVIEW OF FALL "ACCESSORY BAZAAR"	MACY'S NEW YORK	STREET FLOOR BROADWAY ENTRANCE
9:00 A.M. Breakfast	Preview of French, Italian, Swiss, and English accessories and Macy's copies. By invitation only. Publ.: Helen Law, CH. 4-2000, Ext. 2431.		
Monday Sept. 24	SHOWING OF PARIS FASHIONS AT LUNCHEON	GIMBELS	HOTEL PLAZA TERRACE ROOM
12:30 P.M. Luncheon	Paris fashions and Gimbel's adaptations will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Showings for public: Monday, Sept. 24 at 5:00 P.M.; Tuesday, Sept. 25 at 2:30 P.M.; and Wednesday, Sept. 26 at 12:00 Noon--Gimbel's, 3rd Floor. Gimbel's Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600. Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday Sept. 24	FUR FASHION SHOW AT RACE TRACK OPENING	MAXIMILIAN & BELMONT RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L. I.
1:15 P.M. Luncheon	Maximilian will present fur fashions on the opening day of the Belmont Race Track's Fall Season. Hats by Mr. John. (<u>Cars will leave Maximilian's--20 West 57th St.--at 11:30 A.M.</u>). Press by invitation. Maximilian Publicity: Rosemary Sheehan, CI. 7-8060. Belmont Publicity: Charlotte Byrum, News Contacts: CO. 5-3166.		
Monday Sept. 24	AMERICAN FASHION CRITICS' AWARD	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
4:00 P.M. Cocktails	The Ninth Annual American Fashion Critics' Award, sponsored by Coty, Inc. Presentation of awards and fashion show at 5:00 P.M. Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday Sept. 24	FIRST SESSION OF FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH ST.
7:30 P.M.- 9:30 P.M.	Subject: "Fashion Markets"--Operation by type, price and taste levels; local and regional. Speaker: Helen Faith Keane. Fee: \$15.00 for series. Contact: The Fashion Group, Inc., CI. 7-3940.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 24	OPENING OF RESORT & SPRING COLLECTION Helen de Huene will present her Resort and Spring collection of handmade dresses, suits, coats for day and evening wear at daily showings from 3:00 P.M. to 6:00 P.M. Contact: EL. 5-1337.	HELEN de HUENE	21 EAST 57TH STREET SALON
Beginning Monday Sept. 24- Sept. 29	EXHIBIT: NEW "TOTAL ACTION" SPORTSWEAR Exhibit of dresses and separates, incorporating new ideas in free action sportswear by designer Nini Turcotte. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Monday Sept. 24- Sept. 29	NATIONAL SWEATER WEEK Contact: Edward A. Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASS'N.	THROUGHOUT THE COUNTRY
Tuesday Sept. 25 9:30 A.M. Breakfast	PRESS & TRADE PREVIEW: SWIMSUIT COLLECTION Presentation of a collection of 1951-52 Par-Form Swimsuit Originals at a breakfast for the press. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PAR-FORM FOUNDATIONS (SWIMSUIT DIVISION)	HOTEL PLAZA BAROQUE SUITE
Tuesday Sept. 25 11:00 A.M.	PRESS PREVIEW OF WINTER COLLECTION Presentation of Lilly Dache's new Winter collection at a preview for the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET SALON-2ND FLOOR
Tuesday Sept. 25 12:30 P.M. Luncheon	M. & W. THOMAS COTTONS BY NAME DESIGNERS M. & W. Thomas will present cotton fashions for all season wear, designed by Dorothy Cox of McMullen, Claire McCardell of Townley, Tina Leser, Anna Licht, Lorraine Budny of Sportwhirl, Craig Casuals, Davidson Sportswear, Isabel Dobson of Cabana, Morgan Fauth of David Crystal, Glen of Michigan, Eloise Curtis of Junior Accent, Hill-Day, Kane Weill, and John Miller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity for M. & W. Thomas: Roberta D. Miles, OR. 5-9551. Lord & Taylor Publicity: Gloria Carr, WI. 7-3300. Waldorf-Astoria Fashion Publicity: Madeleine Riordan, EL. 5-3000.	LORD & TAYLOR	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 25 12:30 P.M. Luncheon	FASHION SHOW FOR ANNUAL CONVENTION The New York Dress Institute and the International Silk Association will stage a fashion show for officials of the Chamber of Commerce throughout the country and their wives, who are attending the annual conference of the American Chamber of Commerce. Publicity: Eleanor Lambert, MU. 8-2130.	N.Y. DRESS INSTITUTE; INT'L SILK ASS'N.	HOTEL COMMODORE GRAND BALLROOM
Tuesday Sept. 25 2:30 P.M.	PREVIEW OF FALL CUSTOM-ORDER FASHIONS Preview of Mme. Garnett's Fall custom-order collection. By invitation only. Contact: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Tuesday Sept. 25 2:30 P.M.	SHOWING OF FALL FASHIONS FOR WOMEN Lord & Taylor will present their Fall collection of women's fashions. Press invited. Open to public. Publ.: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 25 4:00 P.M. Champagne	HOSIERY COLOR PREVIEW & FRENCH CHAMPAGNE PARTY French champagne party and color preview for the press of new midseason hosiery fashion by Roman Stripe. Clothes from Lord & Taylor. By invitation only. (Use Savoy Plaza's private entrance at 58th Street). Contact: Betti Jessup, PE. 6-7300.	ROMAN STRIPE STOCKINGS & PIPER HEIDSIECK CHAMPAGNE CRYSTAL SUITE	SAVOY PLAZA HOTEL
Beginning Tuesday Sept. 25	OPENING OF RESORT COLLECTION Presentation of the A. Goodman dress collection for Resort wear, at daily showings, 10:30 A.M. and 1:30 P.M. Contact: Al Bedine, WI. 7-4077. Publicity: Viola Shefer, PL. 3-3173.	A. GOODMAN & CO., INC.	530 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Wednesday Sept. 26 10:00 A.M. Coffee	PRESS PREVIEW OF HOLIDAY COLLECTION The press will be invited to a showing of Walter Florell's collection of Holiday millinery. By invitation only. Publ.: Mildred Kaldor, MU.9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Wednesday Sept. 26 12:30 P.M. Luncheon	NETTIE ROSENSTEIN FASHIONS AT LUNCHEON Saks Fifth Avenue will present a collection of Fall fashions by Nettie Rosenstein. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks Fifth Avenue Publicity: PL. 3-4000,Ext.7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Wednesday Sept. 26 12:30 P.M. Luncheon	PRESS PREVIEW: "FORM CONTROL" SWIMSUITS Surf Togs (division of United States Knitwear Corporation) will present a collection of "Form Control" swimsuits for Resort and Cruise wear at a luncheon for the press. By invitation only. Publicity: Seymour I. Kawaller, PE. 6-7671.	SURF TOGS (DIV. OF U.S. KNITWEAR CORP.)	HOTEL WARWICK-PINE RM 6TH AVE. & 54TH ST.
Wednesday Sept. 26 12:45 P.M. Luncheon	KNIT FASHIONS FOR FALL AT LUNCHEON Showing of morning, afternoon and evening handknits for Fall by Mimi Pearce during luncheon. (This show will be repeated on Thursday, Sept. 27, at 12:45 P.M., luncheon.) Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Mimi Pearce Contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE (23 EAST 67TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 26 2:30 P.M.; 5:30 P.M.	SHOWING OF FRENCH COLLECTION L. Bamberger will present their Fall collection of Paris originals and adaptations. Open to public. Publicity: John von Arnold, Market 2-1212.	L. BAMBERGER & CO. (NEWARK, N.J.)	3RD FLOOR
Wednesday Sept. 26 3:30 P.M. Cocktails	PRESS SHOWING OF FALL FASHIONS Presentation of Fall fashions by Namm's to the press. By invitation only. Showing to the public on Thursday, Sept. 27 at 6:00 P.M., 2nd Floor. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM'S (BROOKLYN)	EXECUTIVE 8TH FLOOR
Wednesday Sept. 26 5:00 P.M. Cocktails	INTRODUCTION OF NEW PERFUME TO BEAUTY PRESS Coty will launch a new perfume in the Copernican Room of the Hayden Planetarium. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	HAYDEN PLANETARIUM C.P.W. & 81ST ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 27 9:00 A.M. Breakfast	SEQUICENTENNIAL SHOWING OF COPPERTONE FASHIONS OF fashions by leading designers, based on the copper theme, in celebration of the sesquicentennial anniversary of Revere Copper & Brass, Inc. Clothes available at Lord & Taylor. (<u>Note Change of Time</u>). By invitation only. Publicity: Brenon & Morgan Associates, PL. 9-1257.	REVERE COPPER AND BRASS, INC.	270 PARK AVENUE SUITE 4E
Thursday Sept. 27 12:30 P.M. Luncheon	FUR FASHIONS FOR FALL AT LUNCHEON Showing of furs during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 27 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Stein & Blaine will present a collection of Fall fashions at luncheon showing. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Contact: Betty Greenburg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC.	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 27 2:30 P.M.; 6:00 P.M.	"DREAM SHOW" OF MAIDENFORM BRAS McGreery will present a "Dream Show" of Maidenform bras with Fall ready-to-wear fashions at 2:30 P.M. and 6:00 P.M. Press invited. Open to public. Maidenform Publicity: Jan Lovett, William Weintraub Co., MU.8-3900. McCreery Publicity: WI. 7-7000.	McCREERY	3RD FLOOR
Thursday Sept. 27 3:00 P.M.	PREVIEW OF 1952 SWIMSUIT COLLECTION Preview for the press and resident buying offices of swimsuits for 1951-1952. By invitation only. Contact: Betty Rich, WI. 7-3260.	ROSE MARIE REID OF CALIFORNIA	HOTEL PIERRE ROOF GARDEN
Friday Sept. 28 12:00 Noon Cocktails	PRESS PREVIEW OF RESORT COLLECTION Hannah Troy will present her Holiday-Resort collection at a preview for the press. Cocktails and Showing at 12:00 Noon. Luncheon at 1:00 P.M. By invitation only. Publicity: Gladys Steiner, MU. 9-1630.	HANNAH TROY, INC.	GOGI'S LARUE 45 EAST 58TH STREET
Postponed Sept. 28	DAVID CRYSTAL'S RESORT PREVIEW, ORIGINALLY SCHEDULED FOR FRI., SEPT. 28 AT 2:30 P.M., HAS BEEN POSTPONED TO THURS., OCT. 4 AT 3:00 P.M. (See Pg. 6)		
Sept. 30	DAYLIGHT SAVING TIME ENDS--SUNDAY (Set clocks back one hour).		
Oct. 1	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Monday).		
Monday Oct. 1- Oct. 5 12:00 Noon- 4:00 P.M.	INFORMAL SHOWINGS OF BRIGANCE COATS & SUITS Lord and Taylor will present Frank Gallant's coats and suits, designed by Brigance, at informal daily showings, 12:00 Noon-4:00 P.M. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Monday Oct. 1 12:30 P.M. Luncheon	"BLUE ROOM" FASHIONS AT LUNCHEON SHOW Hattie Carnegie will present ready-to-wear "Blue Room" fashions during luncheon. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 2	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Tuesday).		
Wednesday	PRESS & TRADE PREVIEW:	JANICE MILAN, INC.	498 SEVENTH AVENUE
Oct. 3	RESORT & HOLIDAY WEAR		SHOWROOM-15TH FLOOR
9:30 A.M. Breakfast	The press and trade will be invited to a breakfast preview of Janice Milan sportswear collection, designed by Selig Sidney, for Holiday, Resort and Mid-Season. Showing at 10:00 A.M. By invitation only. <u>Daily trade showings at 11:00 A.M. to 1:00 P.M.; and 3:00 P.M. to 5:00 P.M.</u> Contact: Judith Sidney, LO. 4-7940.		Contact:
Wednesday	PREVIEW: RESORT AND SPRING COLLECTION	CHARLES W. NUDELMAN, INC.	550 SEVENTH AVENUE
Oct. 3			SHOWROOM-16TH FLOOR
10:00 A.M.	Charles Nudelman will present the Melrod Ritter collection of cocktail-into-dinner gowns, and tailored dresses for Resort and Spring; also, the Charnud collection of playclothes for Resort and Spring. By invitation. (For trade showings--see Pg. 6). Contact: Lorraine Kehoe, LA. 4-1254.		
Wednesday	SWIMSUIT PREVIEW IN BERMUDA FOR N.Y. EDITORS	CATALINA SWIMSUIT CO. (LOS ANGELES, CALIF.)	CASTLE HARBOUR HOTEL, BERMUDA
Oct. 3			
10:30 A.M.-	Catalina will invite the N.Y. fashion press to Bermuda to a forecast of swim wear fashions. Editors will depart from N.Y. by plane (Pan American World Airways) at about 10:30 A.M., Wednesday, Oct. 3. By invitation only. (Bermuda Publicity: Elizabeth Maher, EL. 5-4248). Catalina Publicity: Virginia Dickson, Robert S. Taplinger & Associates, PL. 7-8040.		
Thursday			
Oct. 4			
Wednesday	PREVIEW OF RESORT & SPRING COLLECTION	CAROLYN SCHNURER	1410 BROADWAY
Oct. 3-			SHOWROOM-23RD FLOOR
Oct. 5			
12:00 Noon Luncheon	A luncheon preview of Carolyn Schnurer's Resort and Spring collection. By invitation only. Showings to the trade, beginning October 8 at 12:00 Noon-12:30 P.M. (box luncheon); and 3:30 P.M., daily. Publicity: Lee Walker, CH. 4-4587.		
Wednesday	SHOWING OF INDONESIAN INSPIRED COLLECTION	DREWYN, LTD.	HOTEL PIERRE
Oct. 3			ROOF GARDEN
12:00 Noon Luncheon	"Indonesian Notebook"--The Republic of Indonesia and Drewyn, Ltd. will present Lotte's collection of Cruise and early Spring fashions inspired by her visit to Indonesia. By invitation only, for fashion store coordinators and resident buying offices. <u>Press and Trade Preview: Thursday, Oct. 4 at 3:45 P.M., in 1400 Broadway showroom, 34th Floor.</u> By invitation only. Continuous daily trade showings thereafter. Drewyn, Ltd. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Wednesday	FALL FASHIONS AT LUNCHEON SHOWING	ROSETTE PENNINGTON	WALDORF-ASTORIA
Oct. 3			EMPIRE ROOM
12:30 P.M. Luncheon	Presentation of fashions for Fall by Rosette Pennington. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday	FALL FASHIONS AT LUNCHEON SHOW	ELSE FRITZ, INC. (36 CENTRAL PARK SO.)	HOTEL PIERRE
Oct. 3			COTILLION ROOM
12:45 P.M. Luncheon	Presentation of Fall fashions by Else Fritz, during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Else Fritz Contact: PL. 8-0111. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 3 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING FASHIONS	THE McMULLEN CO. (475 FIFTH AVENUE)	HOTEL PLAZA BALLROOM
	The McMullen Company will present a preview of their Resort and Spring fashions, designed by Dorothy Cox. Seating at 3:30 P.M. <u>Showing promptly at 4:30 P.M.</u> (Trade showings at McMullen showroom, 475 Fifth Avenue, beginning, Thursday, Oct. 4 at 10:30 A.M. and 2:30 P.M.). By invitation only. Publicity: Mary Lewis, MU. 3-9560.		
<u>OPENING OF RESORT AND SPRING COLLECTIONS BY THE SPORTSWEAR GUILD</u>			
<u>WEDNESDAY, OCT. 3</u>			
Mutual-Rosenbloom Co.	11:00 A.M.; thereafter 10:30 A.M. daily.	498 7th, CH. 4-6221	
Sport-Craft, Inc.	2:30 P.M.; thereafter 10:30 & 2:30.	550 7th, LA. 4-9724	
Star-Maid Dresses	10:00 A.M.; thereafter 10:30 & 2:30.	498 7th, PE. 6-0444	
<u>THURSDAY, OCT. 4</u>			
Charles W. Nudelman	10:00 A.M. & 2:30 P.M.; thereafter 10:30 .	550 7th, LA. 4-1254	
<u>FRIDAY, OCT. 5</u>			
Zoltan Rosenberg Co.	2:30 P.M. daily	550 7th, LA. 4-6691	
<u>MONDAY, OCT. 8</u>			
Davidow	By appointment.	550 7th, PE. 6-6909	
Kane Weill	10:30 A.M. & 2:30 P.M. daily	498 7th, LO. 5-3041	
<u>TUESDAY, OCT. 9</u>			
Adler & Adler, Inc.	10:30 A.M. daily	550 7th, BR. 9-9600	
David M. Goodstein	10:30 A.M. & 2:30 P.M. daily	550 7th, LA. 4-2577	
Thursday Oct. 4 9:00 A.M. Breakfast	BREAKFAST PREVIEW: RESORT AND SPRING COLLECTION	MASKET BROS. SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Raissa Masket's collection of separates for Resort and Early Spring. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Thursday Oct. 4 12:30 P.M. Luncheon	SHOE FASHIONS FOR FALL AT LUNCHEON "Request Performance"--J. & J. Slater will present shoe fashions for Fall during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Slater Contact: Kathleen Low, PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 4 3:00 P.M.	PREVIEW OF RESORT & CRUISE COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
	Preview for press and resident buyers of Resort and Cruise collections by David Crystal, Haymaker Sportswear and Lady Northcool (rayon suits). By invitation only. (<u>Note Change of Date and Time</u>). Beginning Tuesday, Oct. 9, trade showings at 10:30 A.M. and 2:30 P.M. daily. Publicity: Terry Mayer, BR. 9-6560.		
Oct. 4 3:45 P.M.	PRESS AND TRADE PREVIEW OF LOTTE'S OF DREWYN RESORT AND EARLY SPRING COLLECTION, THURSDAY, OCT. 4, AT 3:45 P.M. (See Page 5).		
Friday Oct. 5 9:30 A.M. Breakfast	FIRA BENENSON'S FALL COLLECTION	LORD & TAYLOR	5TH FLOOR BIRD CAGE
	Lord & Taylor will present a press preview of Fira Benenson's Fall and Winter collection. By invitation only. (During the week of October 8, these fashions will be modeled from 12:00 Noon to 4:00 P.M., on the 3rd Floor). Publicity: Gloria Carr, WI. 7-3300.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 8 10:00 A.M. Breakfast	SHOWING OF RESORT LINE DESIGNED IN MIAMI Serbin will invite the press to a breakfast preview of the Resort and Spring 1952 collection. By invitation. Contact: Muriel Ryan, BR.9-9567.	SERBIN, INC. (MIAMI, FLORIDA)	1384 BROADWAY SHOWROOM-20TH FLOOR
Monday Oct. 8 12:30 P.M. Luncheon; Tuesday Oct. 9 9:00 A.M.	PRESS & TRADE PREVIEWS: SEPARATES COLLECTION "Wanted. . . On Board"--luncheon preview for the press and trade of Nelly de Grab's collection of separates for Cruise and Early Spring. The preview will be repeated at a breakfast showing on <u>Tuesday, Oct. 9</u> at 9:00 A.M. By invitation only. Continuous daily trade showings thereafter. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB CO.	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Monday Oct. 8 12:30 P.M. Luncheon	SOPHIE ORIGINALS AT LUNCHEON SHOW Saks Fifth Avenue will present a collection of Sophie Originals for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176 Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Monday Oct. 8 3:00 P.M. Cocktails	PREVIEW OF CALIFORNIA SPORTSWEAR COLLECTION M. R. Fleischman will present their Resort collection of casual California sportswear. By invitation only. Publicity: Rosemary Sheehan, CI.7-8060.	M. R. FLEISCHMAN & CO.	STORK CLUB 3 EAST 53RD STREET
Monday Oct. 8 4:00 P.M. Cocktails	RESORT & EARLY SPRING COLLECTION AT PREVIEW Press and trade preview of Benfatto and Kallman's collection of Jonmorr casuals for Resort and Spring. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	BENFATTO AND KALLMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Monday Oct. 8 5:00 P.M. Cocktails	PREVIEW OF RESORT AND CRUISE COLLECTION Frances Sider will present a preview to the press and trade of her Resort and Cruise collection, featuring "Bareback Fashions" in Ringmaster, a Celanese fabric. <u>Showing promptly at 5:30 P.M.</u> By invitation only. Trade showings at 11:30 A.M. and 4:00 P.M. daily. Contact: Julie Isles, LO. 4-3323.	FRANCES SIDER, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
Oct. 9 9:00 A.M.	PRESS & TRADE PREVIEW OF NELLY DE GRAB'S SEPARATES COLLECTION FOR CRUISE AND EARLY SPRING AT 9:00 A.M. ON TUESDAY, OCT. 9. (See Above).		
Tuesday Oct. 9 11:00 A.M.; 2:00 P.M.	SHOWING OF RESORT & SPRING COLLECTION Presentation to the press and trade of the Resort and Spring collection by Henry Rosenfeld at 11:00 A.M. and 2:00 P.M. daily. Publicity: Sally Sober, LO. 5-0400.	HENRY ROSENFIELD, INC.	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Tuesday Oct. 9 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter fur fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz Contact: PL. 3-2698. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ FURS, INC. (19 WEST 57TH STREET)	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 9 3:00 P.M. Cocktails	PREVIEW: "CONVERSATION PIECE" SEPARATES Press preview of separates for sports, afternoon, cocktail and evening wear. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	JULI LYNN CHARLOT (LOS ANGELES, CALIF.)	"21 CLUB" (21 W. 52) HUNT ROOM
Oct. 10	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Wednesday).		
Thursday Oct. 11 12:30 P.M. Luncheon	READY-TO-WEAR FALL COLLECTION Mimi Tuthill will present her ready-to-wear collection for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Mimi Tuthill Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL (50 EAST 50TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 11 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Showing of Fall fashions by De Pinna during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publ.: Jeanne McDonagh, MU. 8-2000. Waldorf-Astoria Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WAUDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 11 2:30 P.M.	PREVIEW: BONNIE CASHIN'S SPRING COLLECTION. Presentation of the Resort and Spring collection designed by Bonnie Cashin for Adler & Adler. By invitation. Publ.: Ruth Hammer Assoc., EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Monday Oct. 15 12:30 P.M. Luncheon	COLLECTION OF FASHIONS BY TRAINA-NORELL Presentation by Saks Fifth Avenue of a collection of Traina-Norell fashions for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM

<u>Beginning</u> <u>Monday</u> <u>Oct. 15</u>	<u>SPRING OPENINGS</u> <u>OF FOGL LINES</u> Individual dates will be announced later. Members include:	<u>FASHION ORIGINATORS'</u> <u>GUILD OF AMERICA, INC.</u>	<u>MANUFACTURERS'</u> <u>SHOWROOMS</u>
	LARRY L. ALDRICH CO.	FRED GREENBERG DRESS CO.	PAUL PARNE CORP.
	HANSEN BANG, INC.	JOSEPH HALPERT, INC.	PARNIS-LIVINGSTON
	BEN BARRACK, INC.	HORWITZ & DUBERMAN, INC.	BEN REIG, INC.
	CAPRI FROCKS, INC.	INTERNATIONAL DRESS CO.	RUDOLF GOWNS
	DEITSCH, WERSBA & COPPOLA	JUNIOR LEAGUE FROCKS, INC.	MARTIN SIMON, INC.
	ELFREDA-FOX, INC.	NAT KAFLAN, INC.	HERBERT SONDEHIM
	BEN J. GAM, INC.	DAVID LEVINE CO.	FRANK STARR, INC.
	ED GERRICK, INC.	DAVID MARCUS, INC.	SUZANNE-AUGUSTINE
	A. GOODMAN & CO., INC.	MILMONT GOWNS CO., INC.	TALMACK, INC.
	GRABOIS	NATHAN-STRONG, INC.	HANNAH TROY, INC.
	Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.		

<u>Tuesday</u> <u>Oct. 16</u> <u>12:30 P.M.</u> <u>Luncheon</u>	<u>"DIAMONDS U.S.A."--</u> <u>DIAMOND FASHIONS 1952</u> Fourth nationwide showing of diamonds will be presented at a luncheon for the fashion press. Exhibitors from twelve leading cities will show their newest diamond jewelry. Coiffures and Make-Up: Michel of Helena Rubinstein. By invitation. Publicity: Jean Shanley, CI. 6-0200.	<u>N.W. AYER & SON, INC.</u>	<u>HOTEL PLAZA</u> <u>GRAND BALLROOM</u>
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 16 3:00 P.M.	PREVIEW OF SPRING WHOLESALE COLLECTION Elizabeth Arden will present her Southern and Spring wholesale collection to the press. By invitation only. Publicity: Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Tuesday Oct. 16 4:30 P.M. Cocktails	PRESS & TRADE PREVIEW: SPRING & RESORT LINE Preview of Liotti's Spring and Resort collection of suits and dresses. By invitation only. Contact: Joseph Jordan, CO. 5-7460.	LIOTTI, INC.	THEODORE'S 4 EAST 56TH STREET
Wednesday Oct. 17 9:45 A.M.- 11:00 A.M. Breakfast	PRESS & TRADE PREVIEW: EARLY SPRING COLLECTION Beacon Hill Company and Coral, Inc. (manufacturer of knitwear) will present their "Capri" collection for Resort and Early Spring, designed by Stanley Wyllins. By invitation only. Continuous daily trade showings thereafter in the showroom, 108 W. 39 St., 6th Fl. Contact: CH. 4-5722.	BEACON HILL COMPANY; CORAL, INC.	TONI'S CAPRICE 112 EAST 52ND ST.
Wednesday Oct. 17 11:00 A.M. Box Luncheon	PRESS PREVIEW: RESORT & SPRING COLLECTION "Costume Travelogue"--Mme. Bruné will present her Resort and Advance Spring custom dressmaker collection. New versions of Mme. Bruné's patented skirt will also be included. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MME. BRUNÉ (WASHINGTON, D.C.)	17 EAST 48TH STREET SALON
Wednesday Oct. 17 12:45 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW "Highlights In Charm"—presentation of the Fall collection by Sada Sacks at luncheon show. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Sada Sacks contact: TE. 8-5595. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SADA SACKS, INC. (671 MADISON AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 18 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING Fabrics Division Luncheon Meeting and an exhibit of Spring and Summer fabrics. (<u>More details later</u>). Chairman: Keene Lamborn. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc. EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Oct. 18 12:30 P.M. Luncheon	CHRISTIAN DIOR FASHIONS AT LUNCHEON SHOWING Saks Fifth Avenue will present a collection of Fall fashions by Christian Dior during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 8 8:30 P.M.	FASHION PANORAMA FOR INTERFAITH FUND A gala presentation of Parisian and American Advance Spring ready-to-wear for women, men and children by important designers and manufacturers. Coats, dresses, suits, furs, accessories and a special scene representing leading fabric houses. Staged by Lester Gaba. Guest Speaker: Adm. Richard E. Byrd; also, leading personalities from stage, screen, television, radio and fashion press. For benefit of Interfaith Brotherhood House Building Fund. Open to public. Tickets: \$1.20-\$12.00; contact: LO. 5-8329. Public Relations Director: Claire A. Wolff, LO. 4-7230.	INTERNATIONAL COUTURIERS AND MANUFACTURERS	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.

MOVIES...MUSIC...TELEVISION...THEATRE

- Friday Sept. 21; Sept. 26 4:00 P.M. TELEVISION: NANCY CRAIG PROGRAM WJZ-TV, CHANNEL 7 A series of designer and manufacturer Fall collections will be presented. Sept. 21: Sportswear by Lotte of Drewyn, Inc. Sept. 26: Raissa Masket's collection of "inseparables" for Masket Brothers. Fashion Publicity: Sidney Dee Bloeme, JU. 6-4490. WJZ-TV Contact: Tess Mayes, CI. 7-5700.
- Monday Sept. 24 OPENING: "TWILIGHT WALK" FULTON THEATRE, 210 WEST 46TH ST. Richard W. Krakeur will present Nancy Kelly in a new melodrama by A.B. Shiffrin. Cast features: Charles Proctor, Ann Shoemaker, Walter Brooke, and Walter Matthau. Director: Paul Stewart. Setting: Paul Morrison. Publicity: Karl Bernstein, CI. 6-0427.
- Tuesday Sept. 25 OPENING: "LOVE AND LET LOVE" PLYMOUTH THEATRE, 236 WEST 45 ST. Anthony B. Farrell's new comedy written and directed by Louis Verneuil. Stars Ginger Rogers with Tom Helmore. Setting: Ralph Alswang. Costumes: Jean Louis. Publicity: Nat Dorfman, LO. 3-0858.
- Wednesday Sept. 26 PREMIERE: "ANGELS IN THE OUTFIELD" (Movie) CAPITOL THEATRE, B'WAY & 51ST MGM will present a comedy about baseball, featuring the Pittsburgh Pirates. Stars: Paul Douglas, Janet Leigh, Keenan Wynn and Lewis Stone. Producer-Director: Clarence Brown. Publicity: Herbert Crooker, JU. 2-2000.
- Sept. 26-Oct. 31 TWENTY-SIXTH ANNUAL WORLD'S CHAMPIONSHIP RODEO, MADISON SQ. GARDEN, 8TH AVENUE & 50TH STREET. Publicity: Lillian Jenkins, CO. 5-6800.
- Thursday Sept. 27; Oct. 4 3:30 P.M. TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2 Sept. 27: Frances Sider's collection of "at-home" clothes for Fall. Oct. 4: Sweater fashions for Fall and Winter by Bernard Altman. Producer and Contact for TV Program: Stanley Poss, PL. 5-2000.
- Beginning Thursday Sept. 27-Nov. 11 FOURTEENTH ANNUAL SEASON, NEW YORK CITY OPERA CO., CITY CENTER, 131 W. 55TH Program--Thurs. Sept. 27: MANON; Fri., Sept. 28: MARRIAGE OF FIGARO; Sat. Sept. 30: CARMEN; Sun. Eve., Sept. 30: LA BOHEME. Director: Laszlo Halasz. Tickets: \$1.50-\$3.60. Publicity: Isadora Bennett, EL. 5-4147.
- Wednesday Oct. 3 OPENING: "REMAINS TO BE SEEN" MOROSCO THEATRE, 219 WEST 45TH ST. Leland Hayward presents a new mystery comedy by Howard Lindsay and Russel Crouse. Stars: Janis Paige, Jackie Cooper, Howard Lindsay and Warner Anderson. Director: Bretaigne Windust. Setting: Raymond Sovey. Publicity: Leo Freedman, CH. 4-7250.
- Thursday Oct. 4 OPENING: "SAINT JOAN" CORT THEATRE, 138 WEST 48TH ST. The Theatre Guild will present Uta Hagen in Margaret Webster's production of the George Bernard Shaw play. Cast includes: John Buckmaster and Andrew Kruickshank. Directors: Theresa Helburn and Lawrence Langner. Scenery: Richard Harrison Senie. Costumes: Elinor Robbins. Publicity: George and Dorothy Ross, BR. 9-5906.
- Monday Oct. 8 OPENING: "MUSIC IN THE AIR" ZIEGFELD THEATRE, 54TH ST. & 6TH AV. Reginald Hammerstein will present a musical, starring Dennis King, Jane Pickens, Charles Winninger with Henry Stephenson. Music: Jerome Kern. Book and Lyrics: Oscar Hammerstein 2nd. Director: Oscar Hammerstein. Settings: Lemuel Ayers. Lighting: Charles Elson. Publicity: Michael Mok, CI. 6-7889.